



Checklist for Your National Women's Health Week Event

Before your event:

Three to six months before:

- ❑ Reach out to other organizations in your community and work with them to organize a National Women's Health Week event. Developing a partnership allows you to share resources, increase visibility of the event, reach more women in your community, and ultimately have a greater impact. For more information on developing partnerships, see "Tips for Building Partnerships" at <http://bit.ly/NWHWPartnershipTips>.
- ❑ Reach out to local health experts or celebrities to speak at or participate in your event. They often have busy schedules, so confirm their availability well in advance.
- ❑ Invite local government officials, such as the mayor or city council member, to attend your event. High profile individuals will increase media attention. For tips on working with the media, see "Promoting Your National Women's Health Week Event: A How To Guide for Media Outreach" at <http://bit.ly/NWHWMediaGuide>.
- ❑ Secure a venue.

One to two months before:

- ❑ Register your event at <http://bit.ly/NWHWRegistration>.
- ❑ Order free women's health materials from <http://bit.ly/NWHWOrderMaterials> to distribute at your event.
- ❑ Research local organizations that can offer materials and other resources to distribute at your event (e.g., health departments may be able to offer brochures on a variety of health topics).
- ❑ Include a link to <http://www.womenshealth.gov/whw> on your website. To use National Women's Health Week downloadable graphics, visit <http://bit.ly/NWHWGraphics>.
- ❑ Publicize your event. Create a letter-sized flier about your event and hang it in shopping malls, grocery stores, hospitals, churches, doctor's offices, or community centers. Or create mini fliers (postcard-sized) to give to organizations and individuals in your community or hand them out at community events, such as town hall forums, church groups, or women's volunteer organization meetings. National Women's Health Week graphics are available at

<http://bit.ly/NWHWGraphics>.

- ❑ Contact local organizations and ask them to send information about your event to members or employees via e-mail, newsletters, listservs, and other publications. Many organizations gather information for their publications well in advance of the distribution date, so send your information early. For prewritten sample text about National Women's Health Week, visit <http://bit.ly/NWHWNewsletter>.

Two weeks before:

- ❑ Draft a media advisory or press release about your National Women's Health Week event and send it to local media outlets to inform them about your event. Visit <http://bit.ly/NWHWPlanningTools> for tips on how to work with the media and for media advisory and press release templates.
- ❑ Follow up with reporters by calling or sending an e-mail.

During your event:

- ❑ Set up a table at the entrance where attendees can sign in, fill out a name tag, and pick up information about the event, such as a schedule, descriptions of the different activities taking place, or organizations displaying information. The table is also a great place to distribute information about your organization.
- ❑ Arrange a table with women's health information. Don't forget to distribute the free National Women's Health Week materials available at <http://bit.ly/NWHWOrderMaterials>.
- ❑ Hang National Women's Health Week posters and fliers, available at <http://bit.ly/NWHWGraphics>.
- ❑ Take pictures to record the event.

After your event:

- ❑ Send a thank you letter to any important people who attended your event, such as the mayor or members of the media. Focus on the success of your event.
- ❑ Upload pictures to your website.
- ❑ Follow up with any reporters who attended the event and tell them you are happy to offer any additional information they may need to write their stories.